

What is Claimed is:

1. A method of operating a postage metering system for printing a postage indicium for use with a business reply mail piece, the method comprising the step(s) of:
- transmitting a registration ID number to a data center, the registration ID number being associated a particular mail campaign of which the business replay mail piece is a part;
  - receiving postage indicium information from the data center, the postage indicium information generated using the registration ID number; and
  - printing the postage indicium on the business reply mail piece using the postage indicium information.
2. The method of claim 1, further comprising the step(s) of:
- including within the postage indicium information relating to the delivery address.
3. The method of claim 2, further comprising the step(s) of:
- receiving a subsidy for mailing the business reply mail piece if the business reply mail piece is posted within a specified time period.
4. A method of operating a data center for generating postage indicium information for use with printing a postage indicium on a business reply mail piece, the method comprising the step(s) of:
- receiving a delivery address from a sender of a mail campaign of which the business replay mail piece is a part;
  - generating a registration ID number corresponding to the delivery address;
  - establishing a transaction session with the postage metering system;
  - receiving the registration ID number from the postage metering system;
  - generating the postage indicium information using the registration ID

258  
number; and  
transmitting the postage indicium information to the postage metering system for use in printing the postage indicium on the business reply mail piece.

5. The method of claim 4, further comprising the step(s) of:  
performing address hygiene on the delivery address; and  
transmitting a hygiened address to the sender.

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6. The method of claim 5, further comprising the step(s) of:  
providing a subsidy to the user for mailing the business reply mail piece  
if the business reply mail piece is posted within a specified time  
period; and  
charging the subsidy to the sender of the business reply mail piece.

7. The method of claim 6, further comprising the step(s) of:  
receiving an expiration date from the sender of the mail campaign that  
is associated with the registration ID number; and  
providing a warning to the user if the user contacts the data center after  
the expiration date attempting to obtain postage for the business  
reply mail piece.

8. The method of claim 4, further comprising the step(s) of:  
receiving an expiration date from the sender of the mail campaign that  
is associated with the registration ID number; and  
providing a warning to the user if the user contacts the data center after  
the expiration date attempting to obtain postage for the business  
reply mail piece.

9. A method of operating a business reply mail processing system for  
printing a postage indicium for use with a business reply mail piece, the  
method comprising the step(s) of:  
associating a registration ID number with a particular mail campaign of

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which the business reply mail piece is a part;  
associating the registration ID number with a delivery address;  
supplying the registration ID number and the business reply mail piece  
to a user; and  
using the registration ID number to generate the postage indicium for  
the business reply mail piece.

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- Sub a1*
10. The method of claim 9, further comprising the step(s) of:  
performing address hygiene on the delivery address prior to supplying  
the registration ID number and the business reply mail piece to the  
user.
  11. The method of claim 10, further comprising the step(s) of:  
printing the registration ID number on the business reply mail piece.
  12. The method of claim 11, further comprising the step(s) of:  
providing a subsidy to the user for mailing the business reply mail piece  
if the business reply mail piece is posted within a specified time  
period; and  
charging the subsidy to a sender of the business reply mail piece.
  13. The method of claim 12, further comprising the step(s) of:  
receiving an expiration date from the sender of the mail campaign that  
is associated with the registration ID number; and  
providing a warning to the user if the user contacts the data center after  
the expiration date attempting to obtain postage for the business  
reply mail piece.
  14. The method of claim 9, further comprising the step(s) of:  
receiving an expiration date from the sender of the mail campaign that  
is associated with the registration ID number; and  
providing a warning to the user if the user contacts the data center after  
the expiration date attempting to obtain postage for the business

reply mail piece.

15. A memory device accessible by a computing system, the memory device comprising:  
a registration ID number associated with a delivery address and a particular mail campaign of which a business replay mail piece is a part.
16. The memory device of claim 15, comprising:  
an indication associated with the registration ID number to determine whether or not a subsidy to a user for mailing the business replay mail piece if the business replay mail piece is posted within a specified time period exists.
17. The memory device claim 16, comprising:  
an expiration date associated with the registration ID number to determine whether or not to provide a warning to the user.
18. The memory device claim 15, comprising:  
an expiration date associated with the registration ID number to determine whether or not to provide a warning to the user.
19. A business replay mail piece, comprising:  
a registration ID number associated with a delivery address and a particular mail campaign of which the business replay mail piece is a part.